

## Action Plan for The Bay Breeze Community Club

July 6, 2006

**Goal:** Increase business through continual renovation of the community center bringing us up to date with our look and program changes. I.E. painting, ceiling tiles, new foyer furniture & Rug, new blinds in club, operations for summer, meeting equipment, Special Event Programming for F@F, etc.

**Goal:** Continue recreational programming such as Friday activities in coordination with Special Events Coordinator, Karaoke, Sporting operations, etc to better support the base with MWR activities. Improve our Texas Hold Em' Tourney's etc.

**Goal:** Increase revenues on all catering and meetings. Increase patronage by focusing on Sunday brunch. Advertise, Advertise, Advertise by word of mouth and publications on and off post with a goal of 8% or better NIBD

**Long Term Objective:** Make The Bay Breeze Community Center a name recognized in the community for our excellence in product and service for all events. ( meetings, box lunches for outings, off-premise catering, weddings, dining out, theme parties such as the Luau)

### **Short Term Objective:**

- 1: Profitability: Create and implement programming that is cost effective and profitable maximizing usage of the facility with emphasis on conferences and catering.
- 2: Customer Service: Enhance customer service through the clubs usage of ICE System and questionnaires.
- 3: Image- Enhance the image of the center - working toward a truly professional business atmosphere comparable to other Food and Beverage facilities in the general public by renovations of the property and creative catering ideas.
- 4: Facilities and Programming – Continue to support the Organization with programming to attract on-base clientele. Continue to upgrade and perfect our catering process to attract new business and recurring business from current clients. Improve appearance form self-help projects and trial and error procedures with food service.
- 5: Marketing – Utilize resources we have here on post and in the community to get the centers name out to the masses such as Casemate paper, Daily Press Coverage, working with our PR contacts, Lisa Diddlemeyer – marketing, and the catering manager.

### **Key Tasks –**

- 1: Continue improving the center i.e. Replace sliding blinds, Touch up painting of the Main areas, and replacement of ceiling tiles as needed, get creative ideas to enhance our Friday programming and Sunday Brunch activities.
- 2: Promote catered events through newspaper adds, phone number in the local phone book, word of mouth advertising, etc.
- 3: Develop base orientated programming in effort to attract enlisted persons on base and DOD civilians to use the center.

**Marketing Plan –**

- 1: Continue to have our phone numbers placed in the “Yellow Pages” under the catering and banquet headings.
- 2: Continue to introduce ourselves to the public by making cold calls to local businesses to meet and greet.
- 3: Continue to work with our Marketing Department to upgrade and update web site with catering information and pass that site along to potential clients.

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